



## **PROJECT**

“DEVELOPMENT OF THE ACCOUNTABILITY  
PRINCIPLES (RELIABLE INFORMATION  
REPORTING AND TRANSPARENCY) IN CIVIL  
SOCIETY ORGANIZATIONS”

**FUMIN – BID**

**AND**

**ONG PARCEIROS VOLUNTÁRIOS**

**April, 2009**

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### **I. PROJECT BASIC DATA**



Project Title: **“DEVELOPMENT OF TRANSPARENCY PRINCIPLES - (DTP) IN CIVIL SOCIETY ORGANIZATIONS - (CSO)”**

Country: Brazil

State: Rio Grande do Sul

Executor: ONG Parceiros Voluntários (NGO Voluntary Partners)

Agreement for financial support : Fumin/BID Interamerican Development Bank

Pilot Project: 50 (fifty) Civil Society Organizations in Rio Grande do Sul State

Execution Time: 36 months

## **II. JUSTIFICATION**

### **A. The importance of Accountability in the Civil Society Organizations**

**1.** The growth of the civil society participation in today's world requires that the Civil Society Organizations (CSO) take over a greater responsibility concerning the quality of their actions and their impact in the society. Their importance is essential since they are able to mobilize companies, the community and the public sector. And as long as these organizations are able to offer transparency at the time of reporting their actions to the community they will generate trust and visibility, essential characteristics required by the companies willing to invest in the community.

**2.** The success of the Civil Society Organizations Program does not mean to favor only on “how to obtain financial resources” focus but also on the importance of having a proficient management which is a valuable way to achieve their sustainability and perpetuity.

When they are able to improve the transparency and ethics in all of their actions the Civil Society Organizations intensify their credibility with all actors involved in their projects thus assuring adequate levels of investments, donations, volunteering and other types of collaboration.

**3.** The implementation of the “Accountability” practice, that can be defined as the incorporation of 03 elements: responsibility to fulfill its commitments, responsibility to provide reliable and transparent information and responsibility for their actions and decisions, offers a clear opportunity to strengthen a culture of transparency

and public integrity, helping the Civil Society Organizations to improve their institutional development and their relationship with the First (Government), Second (Companies) and Third Sectors.

## **B. ONG PARCEIROS VOLUNTÁRIOS (NGO Voluntary Partners)**

**1.** Parceiros Voluntários ([www.parceirosvoluntarios.org.br](http://www.parceirosvoluntarios.org.br)) is a non-governmental, non-profit, non-partisan organization founded on January 22, 1997 as an initiative from the business people of the Rio Grande do Sul whose vision was: Develop the culture of organized voluntary work.

Throughout eleven years of work with a Volunteering System based on its experience, Parceiros Voluntários has systematized its knowledge and developed several methodologies. The social method, supported by an efficient management system whose positive results confirm the efficacy of the model, according to the table below.

<b>Number of participants in Volunteer Actions</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>March of 2009</b>
Enlisted Volunteers	22.780	31.198	62.548	146.042	196.915	249.838	277.996	293.532
Engaged Youngsters	-	18.419	32.280	51.230	72.000	93.000	108.000	108.000
Engaged Schools	159	271	608	857	1.109	1.410	1.727	1.741
Engaged Companies	618	850	1.116	1.366	1.661	2.031	2.323	2.353
Associated Civil Society Organizations	860	1.188	1.533	1.724	1.906	2.337	2.664	2.682
Parceiros Voluntários Network (cities)	42	62	62	63	73	74	75	75
Benefited people (estimated)	100.000	200.000	400.000	550.000	650.000	950.000	1.050.000	1.050.000

### **III. GENERAL OBJECTIVE OF THE PROJECT**

Develop the Accountability Principles – in the Civil Society Organizations, so that, through the incorporation and implementation of these principles, they may be able to contribute with improvement of their processes and to accomplish their missions through the incorporation of the three elements:

- a. Responsibility to achieve their commitments;
- b. Responsibility to provide liable and transparent information;
- c. Responsibility for their actions and decisions.

#### MACRO ACTIVITIES

In order to develop, implement and incorporate the Accountability Principles it will be necessary to develop the following macro activities:

- I. Development of the Accountability Principles for the Civil Society Organizations.
- II. Implementation of the Accountability Actions in the Civil Society Organization.
- III. Strengthening the institutional environment for the inclusion of the Accountability Principles.
- IV. Disseminate Project results.

### **IV. SEGMENTATION OF THE ACTIVITIES**

#### **I: Development of the Accountability Principles in Civil Society Organizations.**

The objective of this action is to develop the Accountability Principles for Civil Society Organizations, through the literature about this subject based on ONG Parceiros Voluntários experience in the social mobilization activities, management system, as well as on the upgrading processes provided by Parceiros Voluntários to other Civil Society Organizations through the “Development of Leaderships for the Third Sector Program” and through the already existing materials taking into consideration the current situation in Brazil.

The main results of the activities mentioned in item I will be as follows:

- (i): Document containing an analysis regarding the situation of the Civil Society Organizations in Rio Grande do Sul State, including the regulatory frame;
- (ii) Document containing indicators of the Accountability Principles and Sub-Principles validated by the stakeholders;
- (iii) An instrumental guide on Accountability/DAP, formulated, edited and divulged, including the approved Principles and Methodology for its implementation.

The project will finance the following actions in the activity I:

- Action 1.1: Analyze, through the sampling technique, the current situation of the Civil Society Organizations in Rio Grande do Sul. In this activity the materials about the CSOs situation, - available at Parceiros Voluntários and other institutions, will be surveyed and evaluated. The Civil Society Organizations will be analyzed concerning their legal-institutional, technical, economical, financial aspects as well as concerning the sustainable managerial practices.
- Action 1.2: Develop a preliminary proposal regarding Principles and Sub-Principles specifying the indicators for follow-up purposes.
- Action 1.3: Elaborate a proposal, in a collaborative way, adapted to the different realities in Rio Grande do Sul, and also an implementation plan.
- Action 1.4: Validate the proposal with the stakeholders, contemplating the promotion of a workshop to be held in Porto Alegre in order to validate the proposal involving Parceiros Voluntários, Partner Organizations and invited Civil Social Organizations.
- Action 1.5: Consolidate the proposal and develop the implementation plan, upon receipt of the results and Principles approved during the action 1.4 and according to the analyses about the Civil Society Organizations situation (action 1.1).
- Action 1.6: Publish the approved Principles, with the objective to inform and raise awareness of the potential benefited Civil Society Organizations about the Principles and Methodologies, which will be organized in a publication.

## **II. Implementation of the Accountability actions in Civil Society Organizations**

The objective of this action is to implement the Accountability Principles developed in activity I.

Expected results:

- (i) Around 15 to 30 local consultants will be qualified to render technical assistance services to OSC;
- (ii) At least 50 CSO will be selected and qualified on Accountability practices;
- (iii) At least 40 CSO will be accompanied at the implementation of the Accountability Actions
- (iv) The methodology for implementation of the Accountability actions in Civil Society organizations will be adjusted and validated.

The following actions will receive financial support from the Project:

- Action 2.1: Qualification of consultants regarding the methodology in order to provide a better standardization of the orientation/strategic approach in the qualification process and technical assistance to the participant Civil Society Organizations.
- Action 2.2: Select the participant Civil Society Organizations (First Call), by means of a public and transparent convocation (advertises in the media and printed materials) until the 9th month of execution, aiming at the selection of 25 CSO to the first qualification process.
- Action 2.3: Implement the Accountability measures in the first group of Civil Society Organizations. The implementation process foresees the presentation of two different types of courses, "immersion" type, for leveling the participants, to be carried out in Porto Alegre e Grande Porto Alegre, contemplating the activities of distance learning. The first and second courses, ministered by consultants, will have the duration of 80 hours with presence required. As a complement, there will be 20 hours for virtual follow up to the consultants, using resources such as e-mails and distance education tools.

- Action 2.4: Follow up the Civil Society Organizations in the implementation process of the first group. The project will offer to the 25 selected Civil Society Organizations, that were qualified in the activity mentioned in item 2.3, services of direct assistance for the implementation of the Accountability measures, through visits to them and distance learning. Each consultant should accompany five Civil Society Organizations, comprising one visit a day every two months during ten months.
- Action 2.5: Adjust the methodology based on the experience of the first group. The project staff will revise the implementation plan for the first group, implementing a workshop as a way to share ideas and reflections with the stakeholders.
- Action 2.6: Select the participant Civil Society Organizations (Second Call). As mentioned in action 2.2, a public and transparent convocation (call) has been scheduled (ads in the media and printed materials) until the 15th month of execution, with the purpose to select the 25 Civil Society Organizations for the qualification process.
- Action 2.7: Implement the Accountability measures in the second group of participant organizations. In order to upgrade the implementation process, there will be two courses, immersion type, for leveling of the participants, which will be carried out in Porto Alegre and Grande Porto Alegre, with activities of distance learning. The first and second courses, given by consultants, will have 80 hours (obligatory presence). Additionally, there will be 20 hours for virtual follow up by the consultants using specific resources such as e-mail and distance learning tools.
- Action 2.8: Follow up the Civil Society Organizations in the implementation process of the second group. The project will offer, to the 25 qualified in the action mentioned in the action 2.7, a direct follow up service for the implementation of the Accountability procedures, through personal visits and distance learning. Each consultant will accompany five Civil Society Organizations. The visits have been scheduled as follows: they will last one day long and will be held every two months, during one year.

### **III: Strengthening the institutional environment for the inclusion of the Accountability Principles**

The objective of this activity is to provide the practices of Accountability Principles in the participant Civil Society Organizations using the existing data base of other projects or third parties, with the objective to upgrade the identification and implementation of joint projects regarding alliances among companies (Second Sector) and Civil Society Organizations.

The expected results from the Activity III are as follows:

(i) To provide availability of the information from Civil Society Organizations that have implemented the good practices of the Accountability Principles;

Concerning the activity III the Project will finance the following activities:

- Action 3.1: Development of a data base of the Civil Society Organizations that have implemented the good practices of the Accountability Principles.

### **IV: Dissemination of Project Results**

The objective of this component is to monitor and to systematize the experience and also to report Project activities and results.

The following results are expected from activity IV at the Project end:

- (i) Two seminars, to divulge the work done, will be held for the two groups of CSO;
- (ii) Promotional Campaign of the Program
- (iii) Case studies containing experiences and benefits obtained by every CSO that participated in project will be documented and divulged.
- (iv) A closing conference will be held in order to divulge the results obtained. In the activity IV the Project will provide financial support for the following actions:

- Action 4.1 Develop and implement a monitoring system for the Project. The monitoring of the project will be carried out based in the Logical Frame

Matrix together with the other data of an internal management system to be Defined;

- Action 4.2 - Develop and publish case studies of the participant Civil Society Organizations. The objective of this action is to develop materials and reports containing studies of the cases of the participant CSO, including the relevant aspects for benchmarking, learned lessons, best practices, future actions and recommendations to upgrade the methodology.
- Action 4.3 – To promote four events to disseminate the Project. One event for launching with the estimated duration of three hours, which should take place until the 2nd month of the beginning of the actions and two seminars to divulge the results obtained with the implementation of the Accountability measures in the first and second groups of the Civil Society Organizations. One final conference for dissemination of the results should be programmed for the last year of the Project execution with the participation of the participant CSO, sponsors, partner institutions, universities and other parties interested in examining the model

## **V. EXPECTED RESULTS**

- Definition and creation of a certification in Accountability Principles for the Third Sector;
- Structured methodology with Accountability concepts and principles;
- Participant Civil Society Organizations will have Accountability patterns incorporated into their managerial system;
- Increase the strategic alliances of the Civil Society Organizations with the Second and First Sectors;
- Concepts improvement and evaluation of the Civil Society Organization which will be performed by the stakeholders;
- Dissemination of the methodology as part of a movement in order to stimulate the implementation of these procedures in Brazil.



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III. Strengthening the institutional environment for the inclusion of the Accountability Principles		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36		
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**VII. INVESTMENT PLAN**

<b>Resources</b>	<b>Value (US\$)</b>
<b>FOMIN (BID)</b>	<b>400.000</b>
<b>PARCEIROS VOLUNTÁRIOS</b>	<b>400.000</b>
<b>TOTAL PROJECT</b>	<b>800.000</b>

Parceiros  
Voluntários



## SEALS



SCHWAB FOUNDATION FOR **SOCIAL ENTREPRENEURSHIP**

THE VOICE OF SOCIAL INNOVATION

Affiliated to the Department of Public Information  
NGO's Section (DPI/NGO) United Nations (UN)

### CERTIFICATIONS

Municipal Social Work Council – 296/05R  
Municipal Public Utility – Law no. 8750/2001  
State Public Utility - 002085  
Federal Public Utility – Adm. Rule no. 306/01  
Charitable Social Work Entity – RCEAS 1094/20067

### TRADEMARK REGISTRATION

Registered at the National Industrial Property Institute - INPI  
Trademark Registration Certification no. 820161489

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